



**fifty.**

US SOCCER 2023  
AUDIENCE REPORT

# The true value of International Fanbases

Revealing, segmenting and  
understanding audiences &  
highlighting the best  
strategies to engage them



## OBJECTIVES

# Explore and uncover international fans

Your data isn't bulletproof. International fan data is insufficient and unreliable; there is a huge disconnect between the considerable revenue fuelled by international fans and an understanding of this audience. While this disconnect is a threat to brand growth, it is also an opportunity.

The purpose of this study is to provide truly valuable insights, and showcase the revolutionary approach leading teams, leagues and brands are utilising to capture this highly-valuable audience.



# The unique make-up of US soccer fans

## Affluence

Contrary to popular stereotypes, US football fans are firmly a sophisticated middle-class audience, with plenty of disposable income to engage with their passions

## Diversity

Fans come from various backgrounds and bring a rich tapestry of traditions to the sport. Embrace this diversity to connect with different communities to build an inclusive fanbase.

## Gender Equality

The US also has the unique distinction of having a women's national team that has so far outshone the men's in terms of on-field success, player fame and audience engagement.

## Youthful

With older generations sticking to traditional American sports, a younger and more globally aware audience is growing beyond generational sporting loyalties.

## Global Influence

The US is a global trendsetter; brands can leverage the American soccer market to spread their message and attract varied, international audiences.

## Strong Values

Modern US football provides a platform for brands to associate themselves with POSITIVE fan values, such as teamwork, passion and competition.

## Growing interest

In recent years, the US has seen increased participation in youth soccer, the influx of international football stars to the MLS, and coverage of international soccer competitions.



# Tap into the US Soccer Audience

The distinctive characteristics of the US soccer fandom presents brands with vast opportunity to not only tap into an expanding market, but also engage with diverse audiences and contribute to the development of an inclusive and enthusiastic soccer culture. By understanding and embracing these audiences, brands can establish themselves as an integral part of the US soccer landscape and build lasting relationships with fans.



## OUR METHODOLOGY

# Find your next audience

Using a combination of AI, network science, graphing technology and our expertise, we ran a series of studies to identify the true US Soccer audience.

We deep dived into the real-world connections between people, discovering the shared interests, beliefs, and motivations that bind them. This unique methodology enables us to uncover genuine links between people.

By identifying these powerful connections, we discerned distinct groupings within the audience formed around their shared passions and interests. We refer to these audiences as "Tribes." These unique insights into the various tribes allow us to understand the distinct characteristics and preferences of the US soccer audience.





# The tribes that are engaging with soccer in the US

Study our network visuals of tribes and view their interconnectivity.

There is a broad variety of tribes, yet each one is linked together through their shared cultures, lifestyles and passions.

This is a **diverse audience** that cannot be engaged with a one size fits all approach.

\*The highlighted tribes come from multiple studies, with the visual from our US Soccer Landscape study.

- Middle-Class City Dwellers
- Latin American Sports Fans
- Multi-Sports Fans
- Female Soccer Fans
- GenZ Males
- Core US Soccer Fans
- Premier League Super Fans
- Multi-Faceted Professionals
- Urban Culture Followers
- Cincinnati Sports Fans
- Southern Sport Fans
- Seattle Sports Fans
- Midwest Sports Fans
- Tech & Crypto Community
- Boston Sports Fans
- Minnesota Sports Fans
- Motor Racing Fans
- Texas Sports Fanatics
- Pittsburgh Sports Fans
- French Community
- Buffalo Sports Fans
- Brazilian Sports Fans
- Italian Community
- Man City Super-Fans





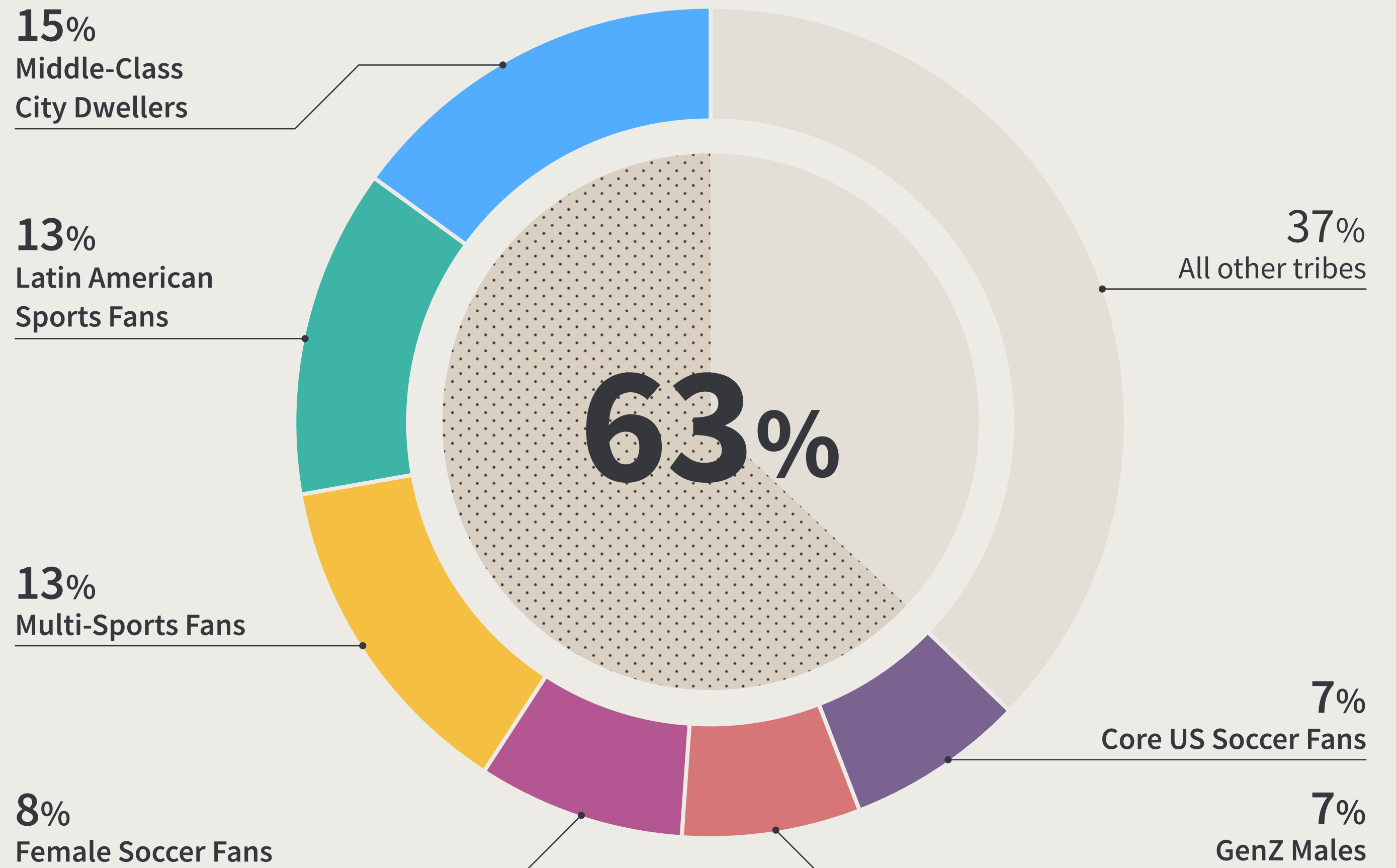
# US soccer tribes: Identifying the key audiences

The relative size of the top six tribes of the soccer audience in the US.

There were six tribes that were far larger than the others.

**These six tribes collectively make up 63% of the total audience.**

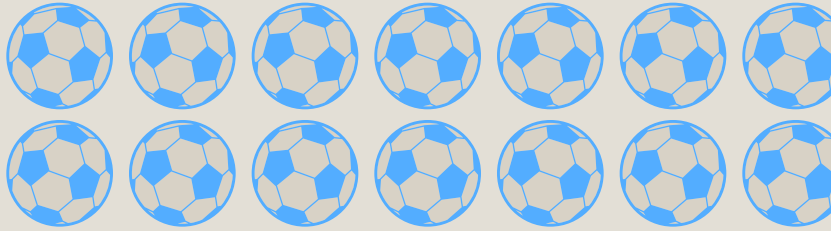
The number one tribe is **Middle-Class City Dwellers**, showing the increasing popularity of soccer amongst the mainstream US population. The other large tribes are specific-sports fans who contribute to the diversity of the US soccer audience.





# Middle-Class City Dwellers

This mainstream tribe is deeply immersed in politics, books and business. The tribe engages with mainstream media and entertainment like CNN, Forbes and The Daily Show. The tribe also displays great interest in sports, with its top influencers including FIFA and celebrities such as Serena Williams. This tribe lives in convenient proximity to both traditional US sports teams and US soccer league teams.

**20**   
**GAMES**

European soccer teams have been actively targeting this tribe. This is evidenced by a staggering 20 games played within the vicinity of the top 5 locations in the last 2 years alone. This emphasis demonstrates the strategic focus placed on connecting with these sports enthusiasts.

**1.2M**

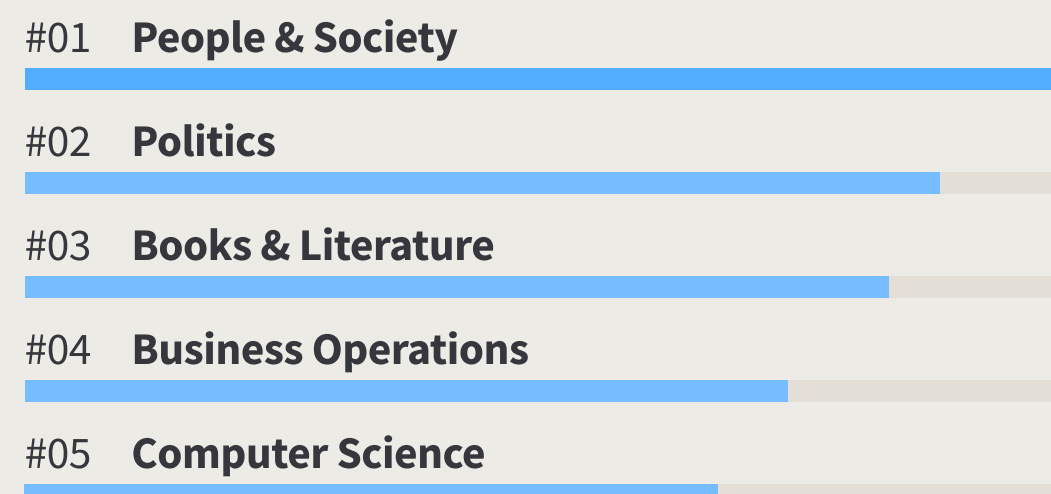
Tribe Size

**15%** **70%**

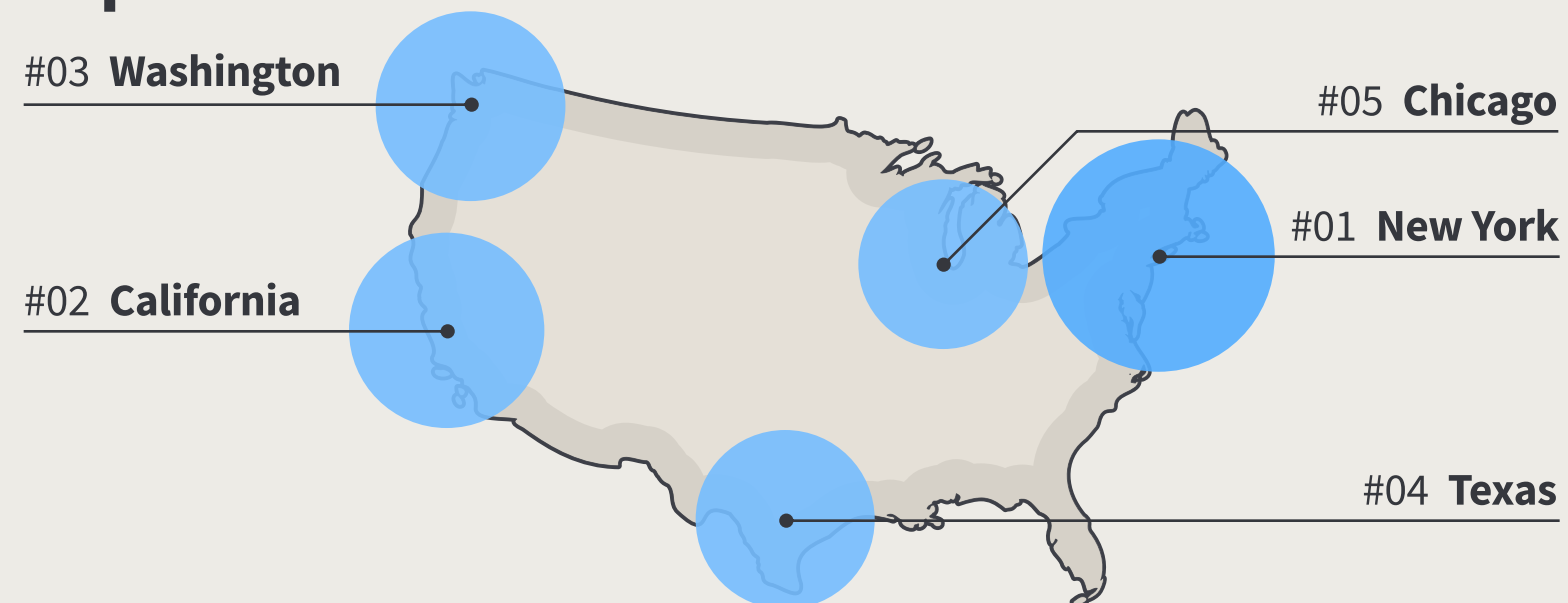
Percent of Study

Male

## Key Interests



## Top Locations



## Top Influencers



FIFA    The Daily Show    Serena Williams    Elizabeth Warren    Conan O'Brien    Forbes    Richard Branson    CNN    Ryan Reynolds





# Latin American Sports Fans

This Latino tribe is very sports-oriented, and closely follow Spanish and South American Leagues. Top soccer players who starred in these leagues at the high points of their careers, like Neymar Jr., Luis Suárez and Mesut Özil feature heavily. Brands that are related to sports, such as Nike, are also featured, with the tribe also demonstrating an interest in Music and TV.

**1.1M**

Tribe Size

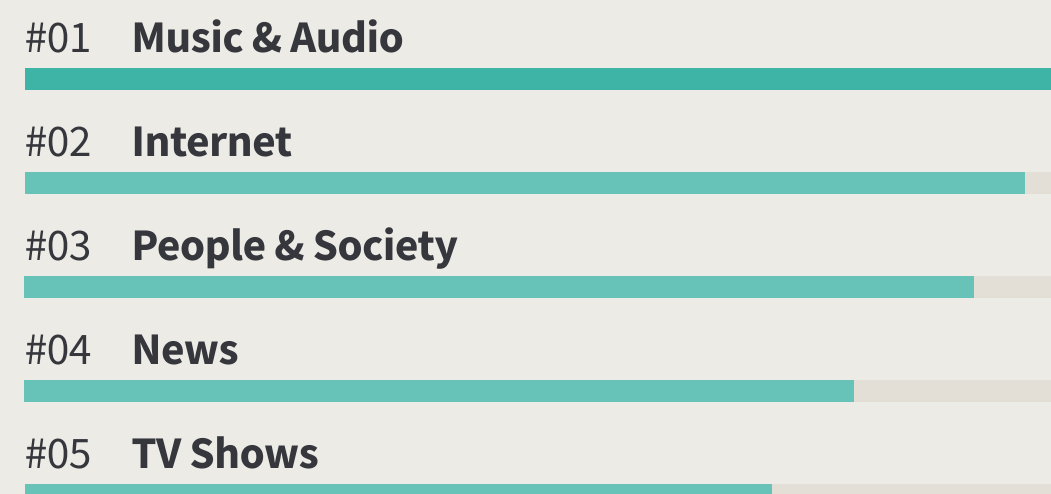
**13%**

Percent of Study

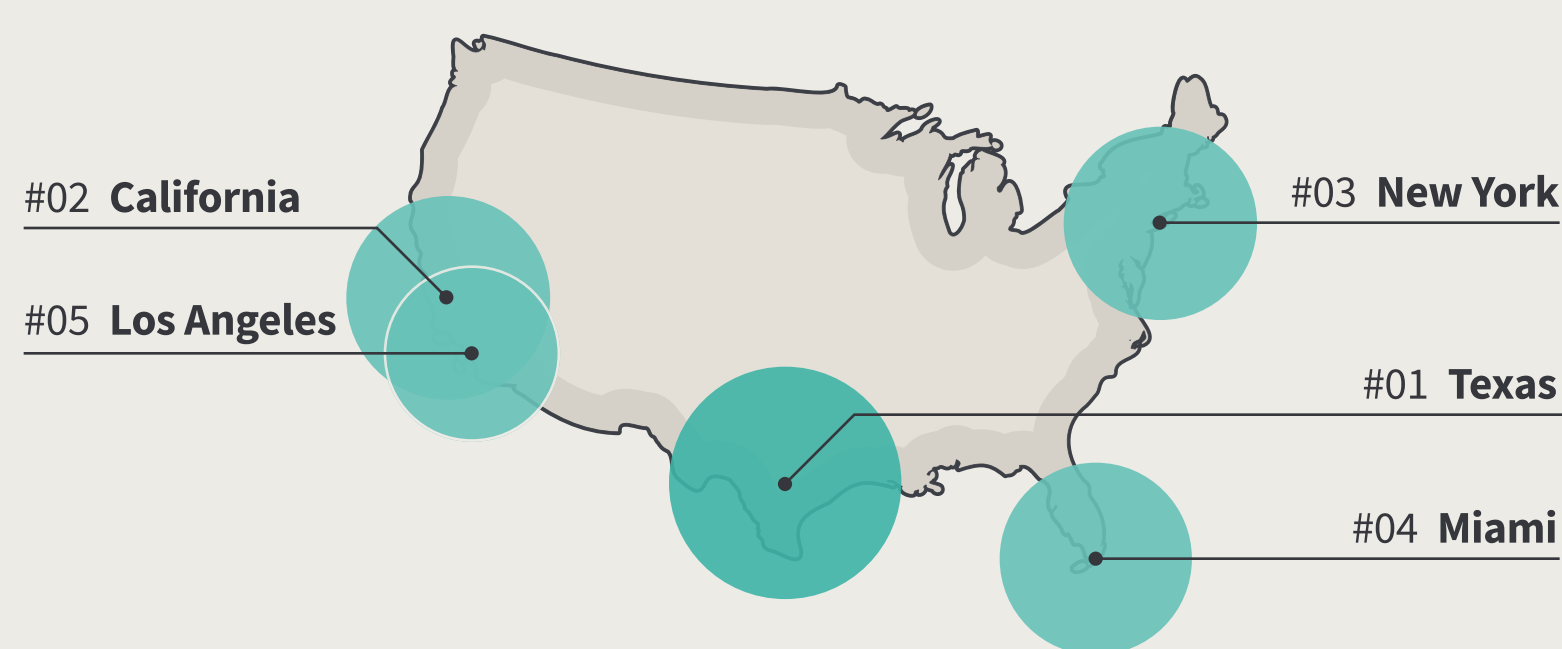
**83%**

Male

## Key Interests



## Top Locations

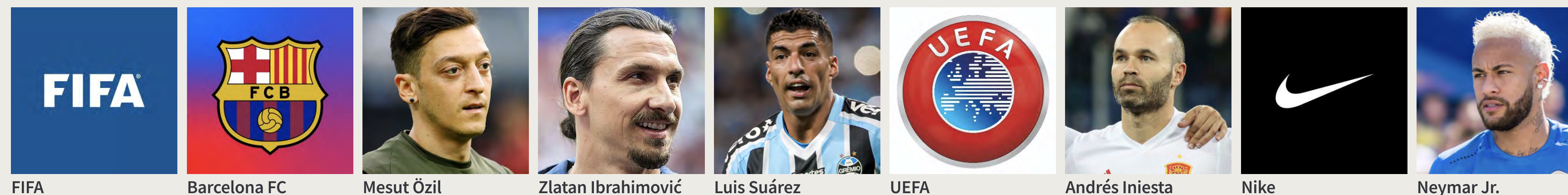


*“We are absolutely thrilled to bring LaLiga to ESPN in the US”*

LaLiga president Javier Tebas

The Latin American Sports Fans tribe showed its value when LaLiga signed a US rights deal with ESPN until the end of the 2028/29 season. Within this agreement, 380 top-flight matches will be shown per season on ESPN+, with all fixtures available in both English and Spanish. The language options prove that broadcasters are aware of the interest from Latin fans and wish to capitalise upon it.

## Top Influencers



FIFA   Barcelona FC   Mesut Özil   Zlatan Ibrahimović   Luis Suárez   UEFA   Andrés Iniesta   Nike   Neymar Jr.





# Multi-Sports Fans

Multi-Sports Fans have a wide-ranging interest in professional and college sports, following leagues like ESPN, NFL, NHL, MLB, and NBA. This passion for sports is further evident in the range of sports-related celebrities who influence them, such as Tiger Woods, Stephen Curry, and Clint Dempsey. They stay updated through commentators like Shaq, and team owners such as the NBA's Dallas Mavericks' Mark Cuban.



The Multi-Sports Fans tribe's diverse passions are fuelling groundbreaking cross-sport collaborations. Notably, Tottenham Hotspur became a host for both football and NFL games. However, the most iconic collaboration to date was between PSG and the Jordan brand. This partnership didn't just draw in basketball loyalists; it created a viral demand for their sportswear.

**1M**

Tribe Size

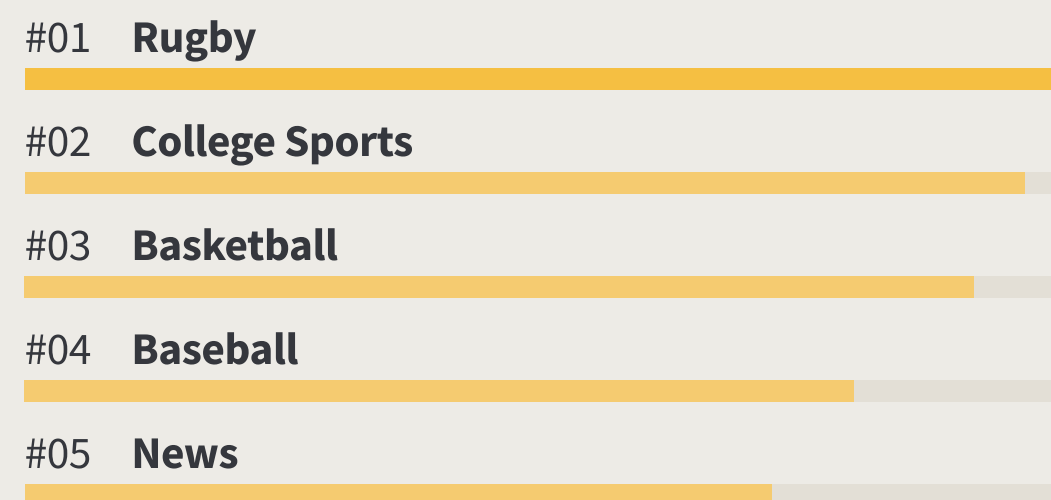
**13%**

Percent of Study

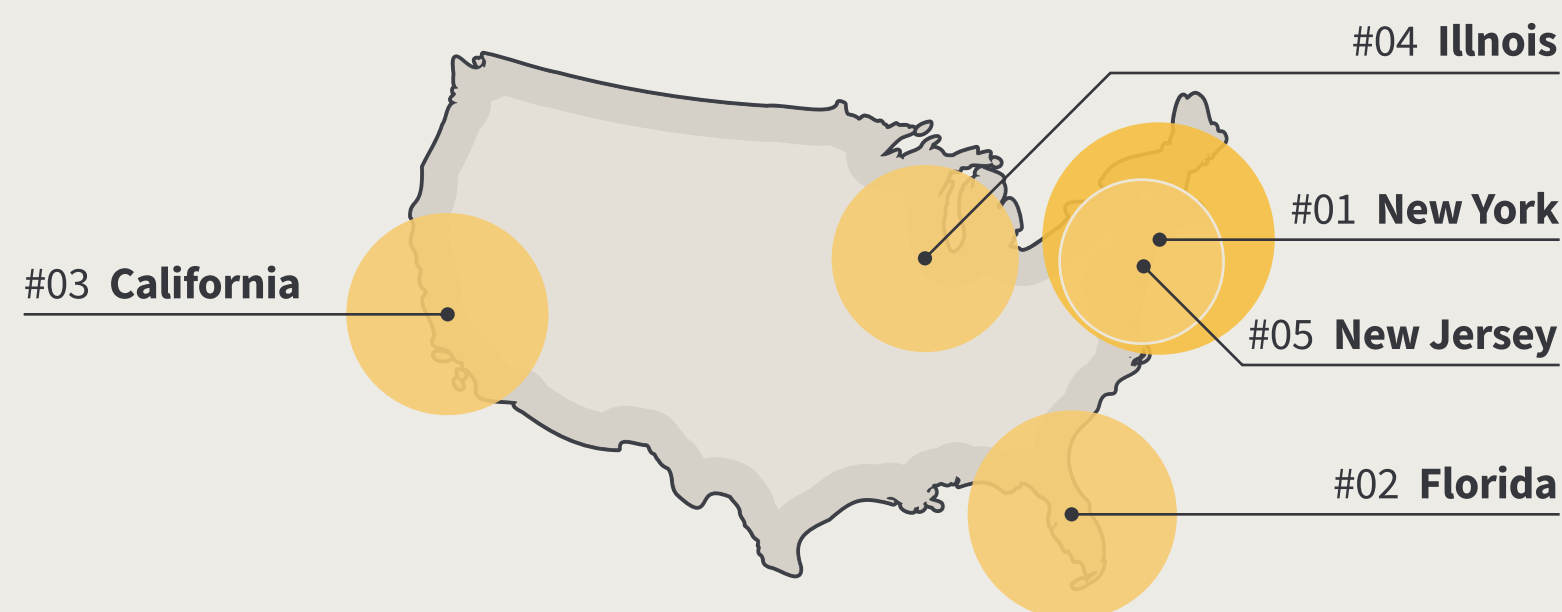
**91%**

Male

## Key Interests



## Top Locations



## Top Influencers



ESPN

NFL

NBC Sports

NBA

Shaquille O'Neal

MLB

Mark Cuban

Tiger Woods

Stephen Curry



# Female Soccer Fans

Female Soccer Fans form a tribe united by their passion for women's soccer. This tribe diligently follows numerous women soccer players, including Carli Lloyd, Sydney Leroux, and Amy Rodriguez. They exhibit a keen interest in NWSL, reinforced keen interest in NWSL, with a significant proportion of the tribe reside in states who host teams in this league. Prominent NWSL teams such as OL Reign, Portland Thorns FC, and Orlando Pride also hold considerable influence.



## 23 Million Viewers

The 2015 Women's World Cup Final, where the US took on Japan, was a defining moment in American sports history. With a staggering 23 million viewers, it became the most-watched soccer match in US broadcast history and showcases the passion of this tribe. This success didn't just showcase the popularity of the tournament; it illuminated the brilliance of US women's soccer and made its players icons.

## 630.1K

Tribe Size

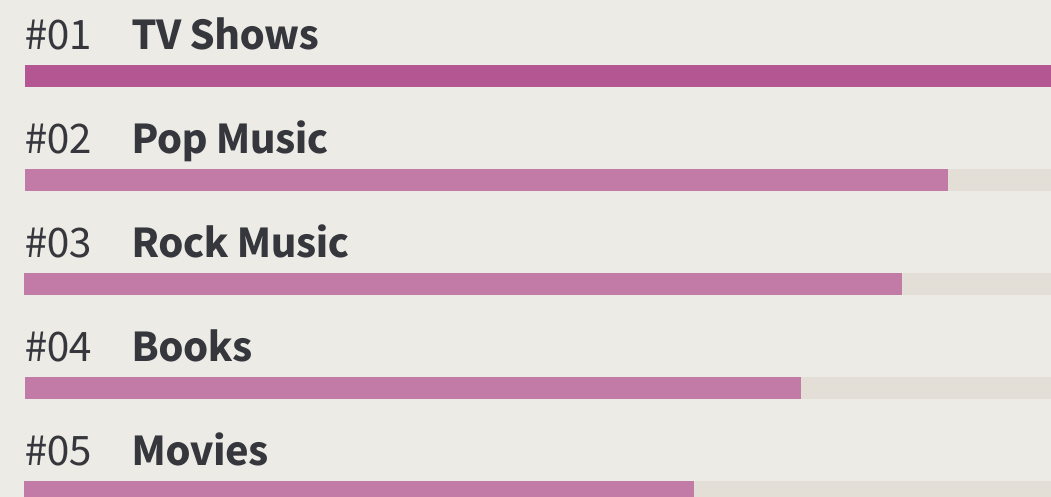
## 8%

Percent of Study

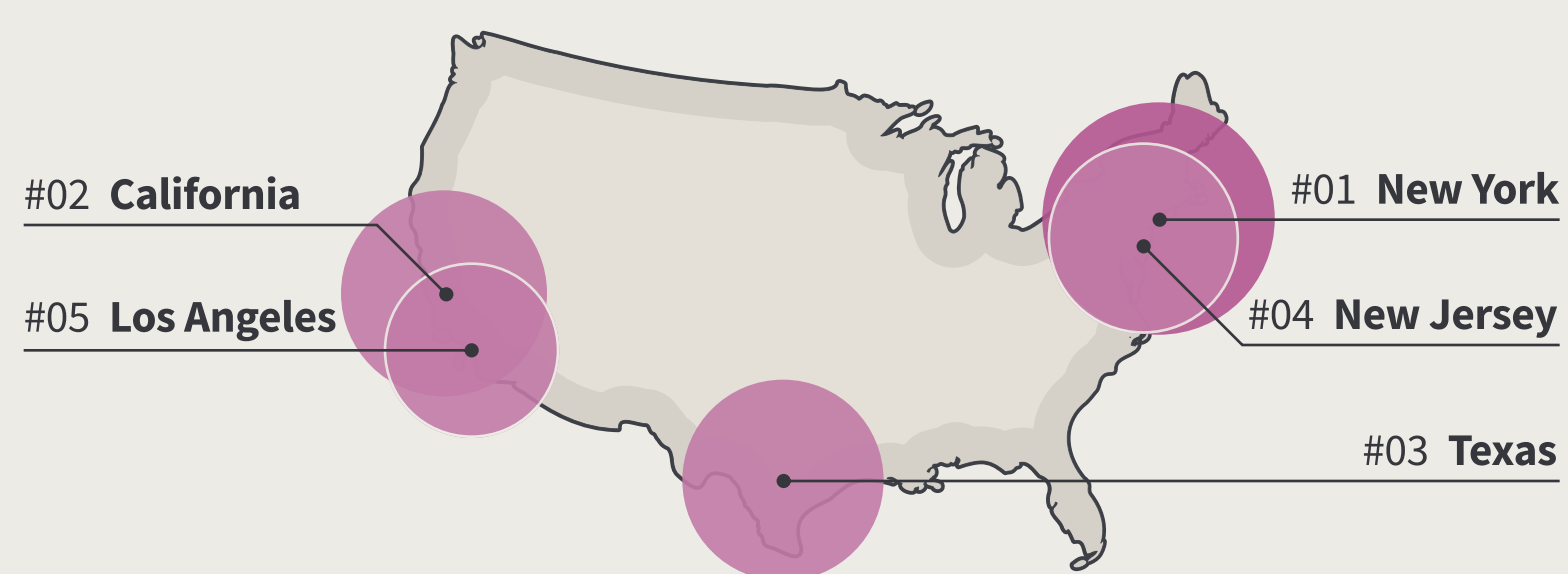
## 25%

Male

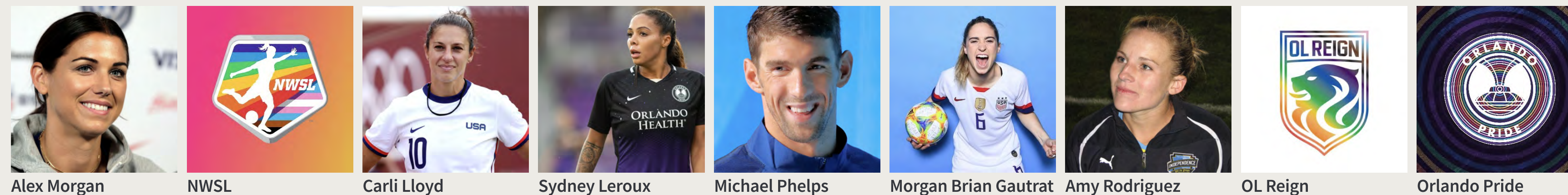
### Key Interests



### Top Locations



### Top Influencers



Alex Morgan

NWSL

Carli Lloyd

Sydney Leroux

Michael Phelps

Morgan Brian Gautrat

Amy Rodriguez

OL Reign

Orlando Pride





# GenZ Males

This GenZ tribe displays a real interest in gaming with the likes of Nintendo, Playstation, IGN and Call of Duty featuring as top influencers. This tribe combines gaming with their love of soccer by playing e-sport games like EA Sports FIFA. GenZ Males also have an affiliation with wrestling and movies following WWE and wrestlers-cum-movie stars Dwayne Johnson and John Cena. The youth of the tribe is highlighted through their love of Pixar, Disney and Pokemon.

 **2.5 Million Players**

In 2013, the FIFA video game set a Guinness World Record for its FIFA Interactive World Cup tournament, with more than 2.5 million players signing up. The tournament, now named FIFAe World Cup, is broadcast across Youtube, Twitch and even Fox Sports 1 in the US. The tournament winner receives \$300,000 in prize money, showing a large investment in the GenZ Males tribe.

## 551.9K

Tribe Size

## 7%

Percent of Study

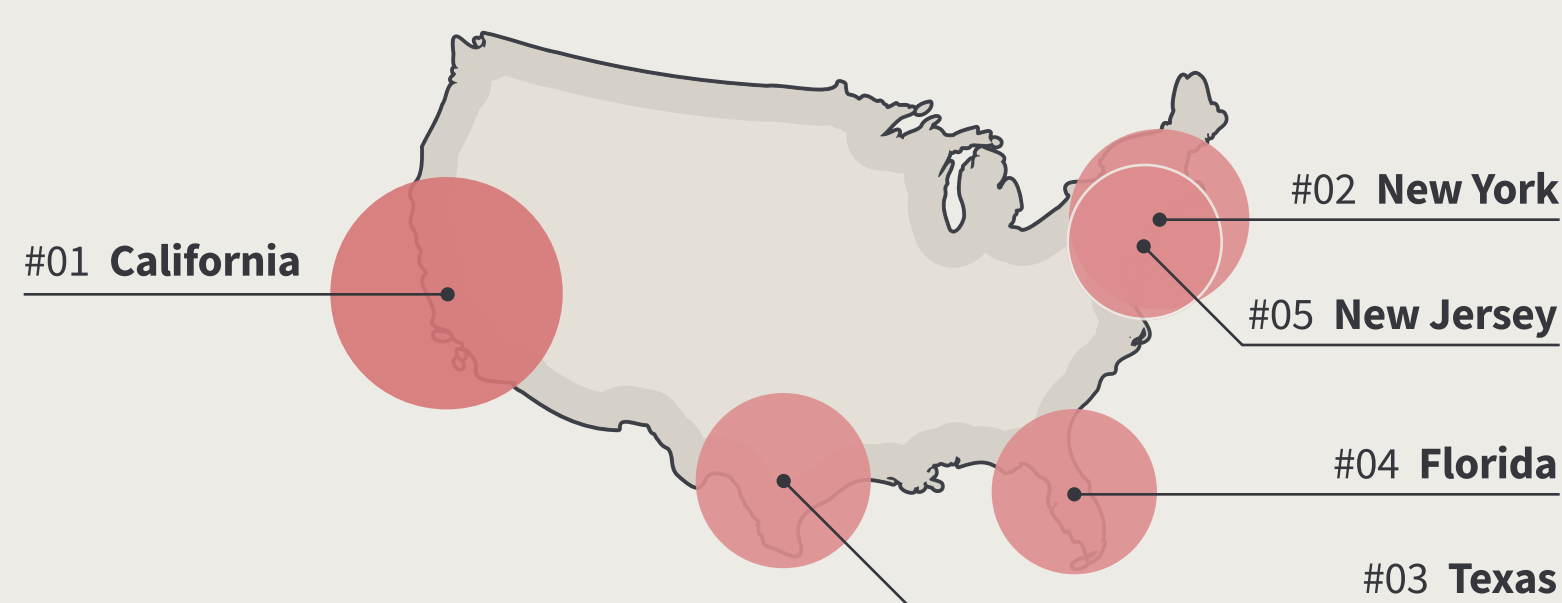
## 92%

Male

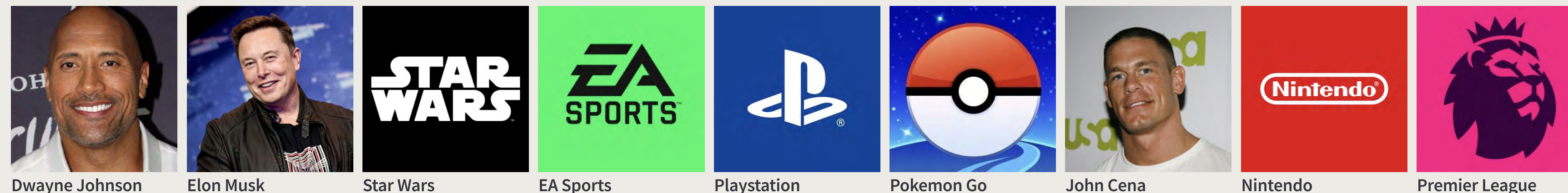
### Key Interests



### Top Locations



### Top Influencers





# Core US Soccer Fans

This tribe is the core fanbase of American Soccer and follows both the national team and the MLS. This tribe keeps up to date with the latest news by following teams such as New York City FC and LA Galaxy, and players and commentators like Kyle Beckerman and Tim Howard. The tribe also displays an interest in other soccer leagues like the Premier League and the Bundesliga, where USA players have played in recent seasons.

## 550.9K

Tribe Size

## 7%

Percent of Study

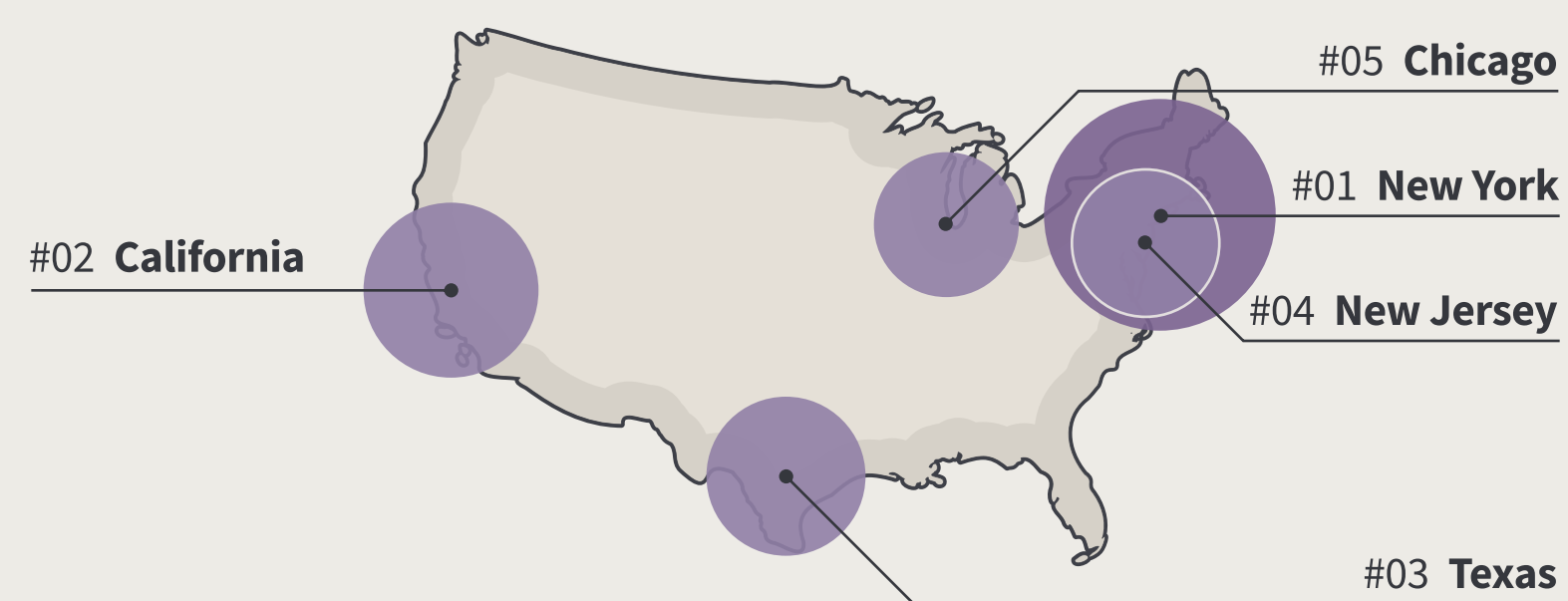
## 83%

Male

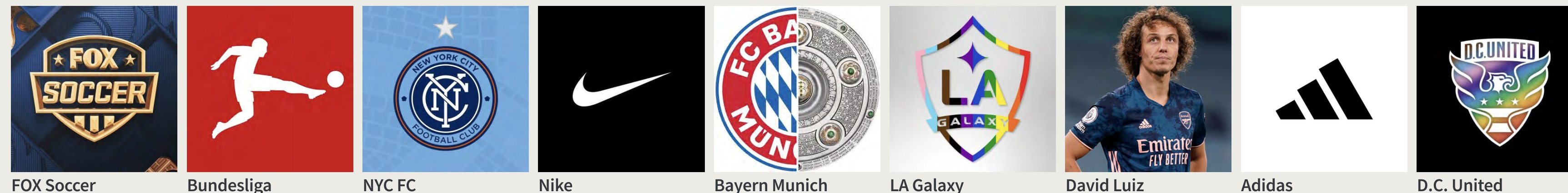
### Key Interests



### Top Locations



### Top Influencers



FOX Soccer

Bundesliga

NYC FC

Nike

Bayern Munich

LA Galaxy

David Luiz

Adidas

D.C. United



# \$2.5 Billion

Major League Soccer (MLS) is cementing its meteoric rise with a monumental, decade-long \$2.5 billion broadcast deal with Apple. This agreement highlights both the leagues growing importance and the rising popularity of soccer in the U.S. This indicates a bright future for the Core US Soccer Fans who are passionate about the domestic leagues.





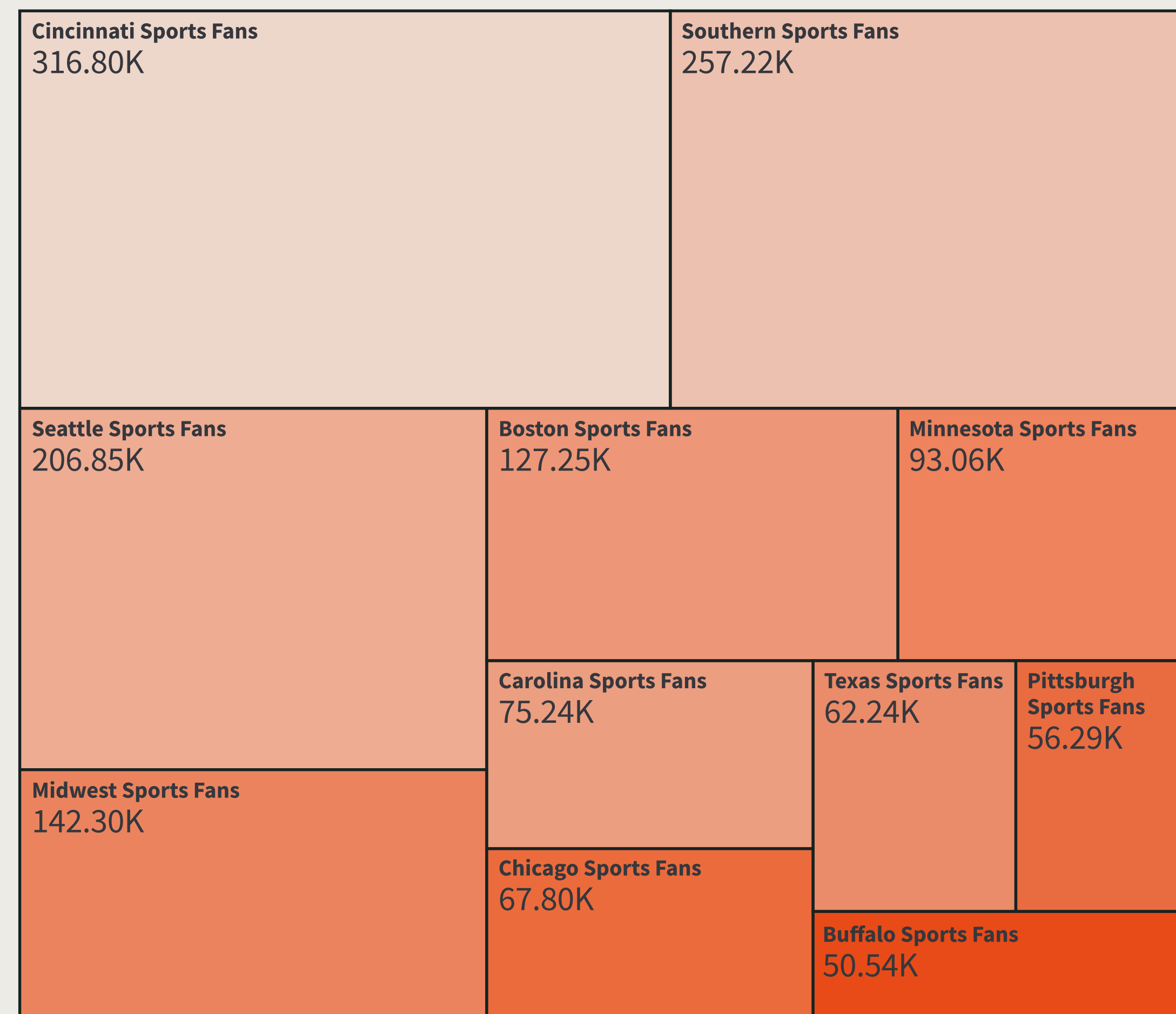
# Passionate Locals

Due to superficial similarities, smaller tribes like Buffalo Sports Fans & Chicago Sports Fans could easily be lumped together. However, as their passion for their region is what truly differentiates them, to group them together for any larger purpose would be a mistake.


These **Passionate Locals** form a diverse range of smaller tribes with interests distinct from larger, more generalised groups. These tribes share a common bond centred around their love for local interests, which is intertwined with their passion for soccer. One crucial factor that sets them apart is their strong connection to a nearby soccer team, whether a professional club or a local college team. These localised ties foster a deep sense of belonging and community among the tribe members, and they tend to exhibit a stronger affinity for local businesses and influencers over national or global ones.

To effectively engage these regional tribes, businesses and influencers must grasp the intricacies of their specific quirks. **Understanding the local culture and the significance of soccer in their lives is paramount.** Tailoring content and marketing strategies to align with these regional interests can create a genuine and authentic connection with **Passionate Locals.** **By nurturing these regional connections, businesses and brands can build a loyal and enthusiastic audience within these smaller tribes,** contributing to long-term success and local market growth.

These **11** tribes combined are **1.45M** in size







# What teams and leagues are the US watching?

Similarly to many other nations, the US audience exhibits a deep affection for their national teams and leagues. However, what sets them apart is the sheer abundance and diversity of the global leagues and teams they also passionately follow. Exposure through traditional media, social platforms, and interactive channels plays a pivotal role in cultivating these fanbases. In this section, we delve into the leagues these tribes align themselves with and explore the prevailing factors that influence them.



# Soccer fandom on the domestic front

It's evident that both the men's and women's games are thriving, with our primary fan tribes engaging in each US league.

The United States Women's National Soccer Team (USWNT) achieved success after securing their first of four World Cup victories in 1991. The 1999 World Cup Final game against China, held in California, drew an impressive sell-out crowd of 90,185, while the 2015 Women's World Cup Final against Japan became the most-watched soccer match in American broadcast history, attracting an average of 23 million viewers. These achievements have inspired a loyal audience, with women's soccer having achieved a larger following than the men's team.

The growing significance of MLS is evident from the recently announced decade-long broadcast agreement with Apple, estimated to be worth a staggering \$2.5 billion. The MLS games serve as a driving force, not only for expanding the league, but also for increasing subscribers to Apple TV. Apple has demonstrated its dedication to growing the audience by financially supporting Lionel Messi's move to the league. The arrival of one of the greatest players in the world to Inter Miami has already proven beneficial, with matches played against the team resulting in sold-out stadiums.



It's no surprise that **Female Soccer Fans** have a large affinity with the NWSL, but it's interesting how the **Middle-Class City Dwellers** tribe matches them in audience share

**Core US Soccer Fans** make up a considerable share of both the men's and women's league

Our 6 top tribes audience share for these leagues are:  
**NWSL 76.90%**  
**MLS 72.40%**





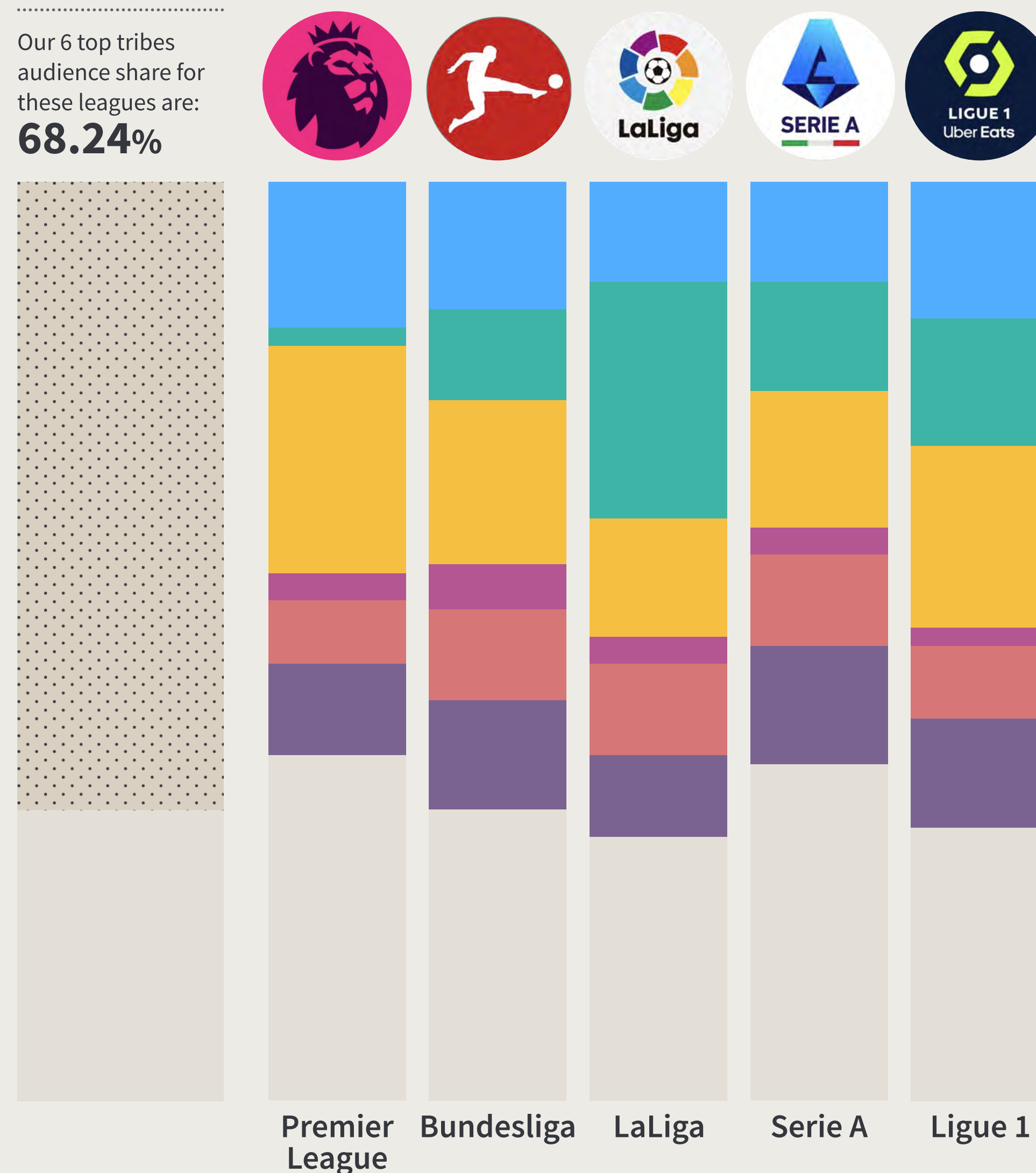
# Europe's dominance

Americans now have unparalleled access to international leagues and games through dedicated programming and live broadcasts. These new options allow viewers to make decisions on what to watch and who follow.

Successful teams and leagues attract more fans, owing to both the high-performance of play and the heightened significance of match outcomes. Consequently, these games receive amplified coverage in news stories, live game viewership, and highlight replays, as well as attracting more significant sponsorship investments. All of this combined has resulted in a surge of popularity for the top five European leagues in the US.

By examining the audience breakdowns of individual soccer leagues, we can observe how our demographics align with these top European leagues. Across most leagues, the Multi-Sports Fans hold the largest percentage share. The exception to this is Spanish LaLiga, where Latin American Sports Fans claim the dominant share; almost double that of the second-largest tribe Multi-Sport Fans. Even though Core US Soccer Fans are recognizable for their love for the domestic game, their affinity for these top European leagues is evenly spread.

Our 6 top tribes audience share for these leagues are: **68.24%**









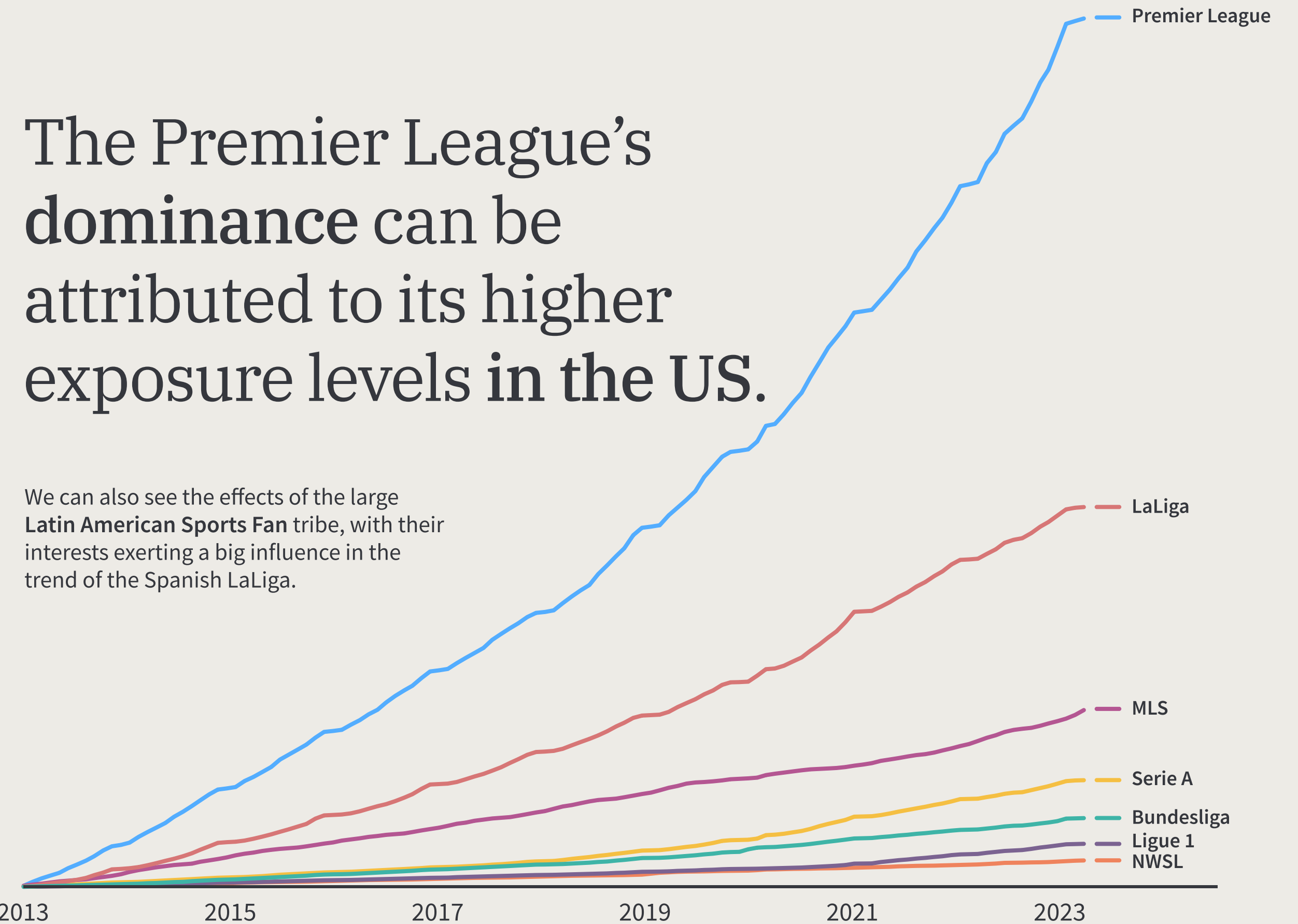


# The key drivers to guarantee global success

How US audience interest in international soccer leagues has grown over the last decade

Several factors play a significant role in determining the amount of exposure top teams and leagues receive. But some key factors stand out in helping the biggest clubs from the top five European leagues grow and maintain their global and American fanbase:

-  On-field success in both domestic and European competitions
-  The strength and popularity of the league in which the teams compete
-  Financial resources available to the teams and leagues
-  The stakes involved in the games, with greater consequences resulting in greater exposure
-  Partnerships and sponsorship deals that bring in substantial financial support
-  Quality of players leading to better entertainment



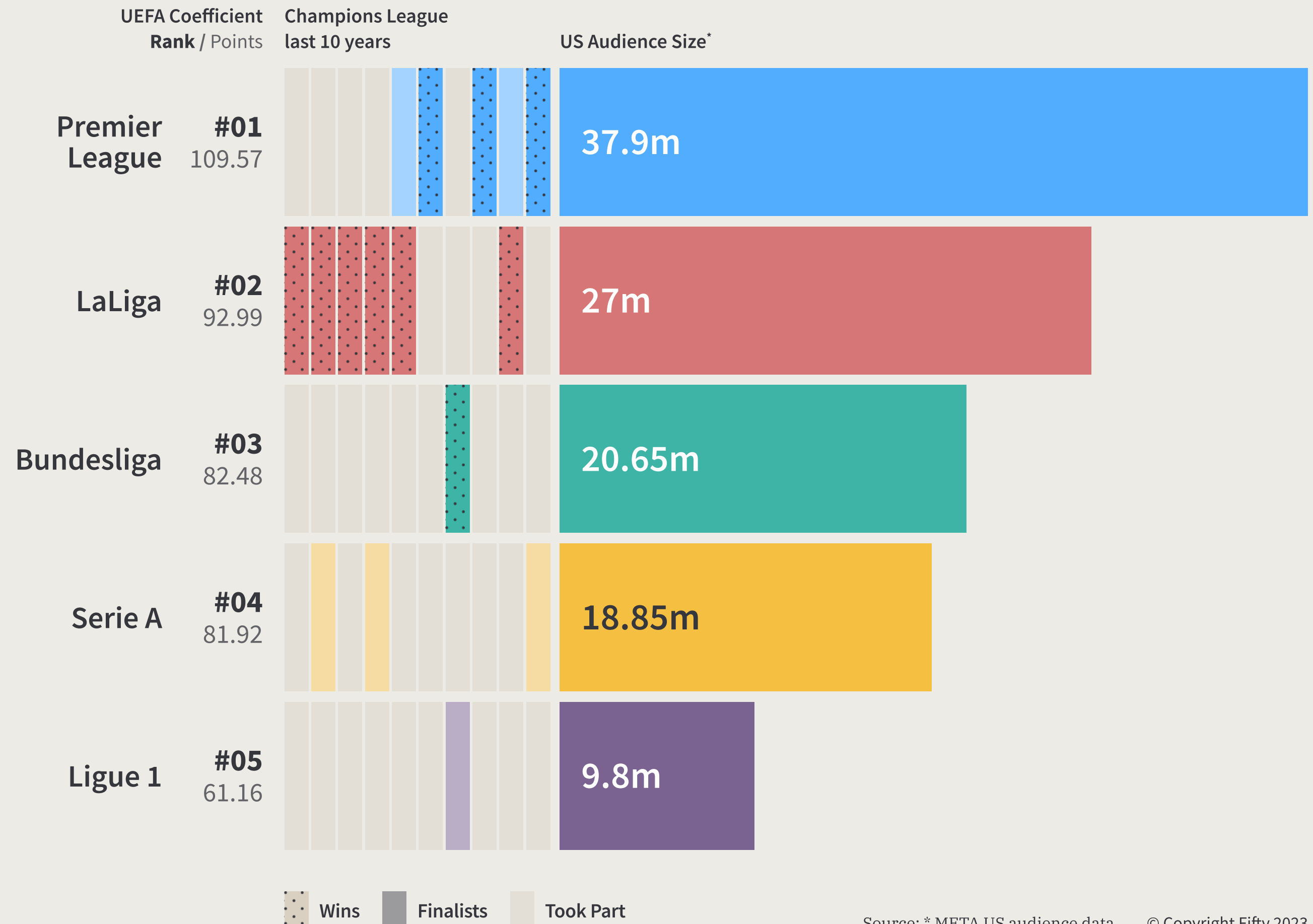


# European success helps fuel exposure to a US audience

The size of US audience interests in the most popular European soccer leagues versus their success in European games.

We can clearly see the correlation between success, which we can measure with UEFA's Coefficient and US audience sizes.

UEFA's Coefficient ranks football clubs based on their performance in European competitions over a five-year period, encompassing both league and team success. This, plus the increased broadcasting of European matches and tournaments, has provided extra exposure to US audiences and allowed their popularity to flourish.





# The most popular European clubs for US audiences

Showcasing the American following of soccer clubs from the five top European leagues.

The factors contributing to increased league exposure also apply to the clubs. Premier League teams, particularly the six who've been most dominant over the past decade, appear near the top of the chart.

The effects of success in the Champions League are evident, with those who have won the competition during the past ten years featuring in the top 8 of the rankings.

## Premier League clubs rank highly within the US audience, with leading clubs from other leagues also making the top 15.



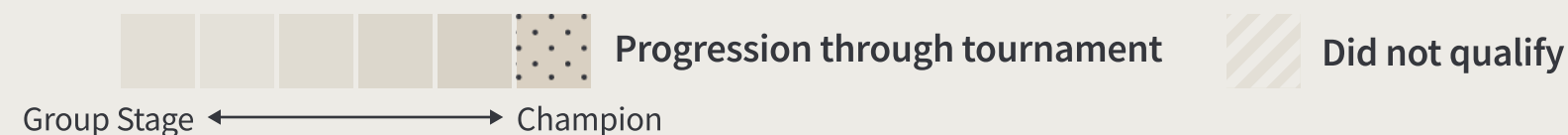
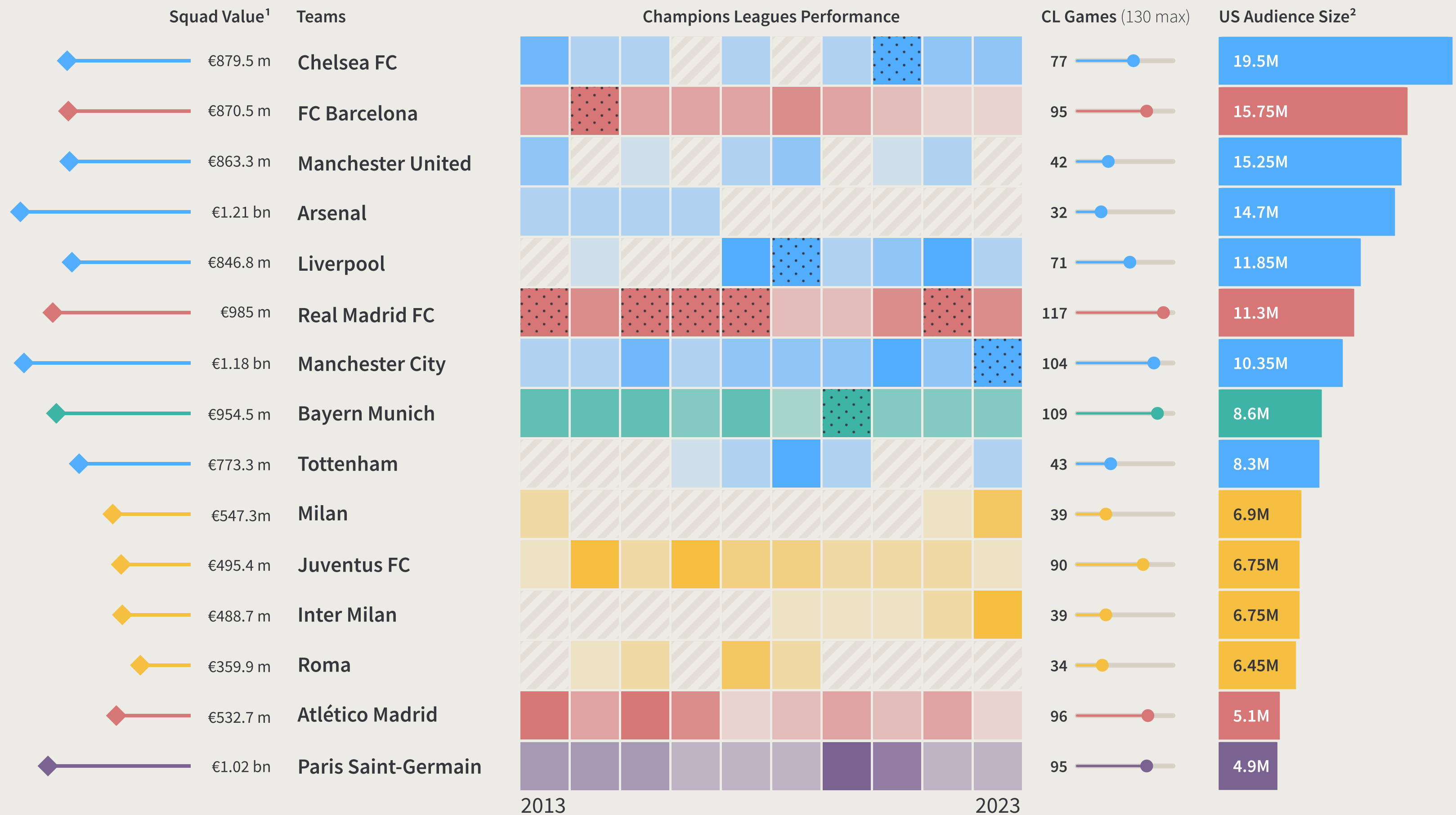


# The impact on teams playing in major European leagues

Comparing US audience sizes with squad costs and team performance in the Champions League over the last decade.

These top teams have a long history of playing in Europe's leading tournaments, with their performance in the last 10 years significantly increasing their exposure to American fans.

As teams advance, their exposure grows, captivating a larger audience and boosting their brand visibility.



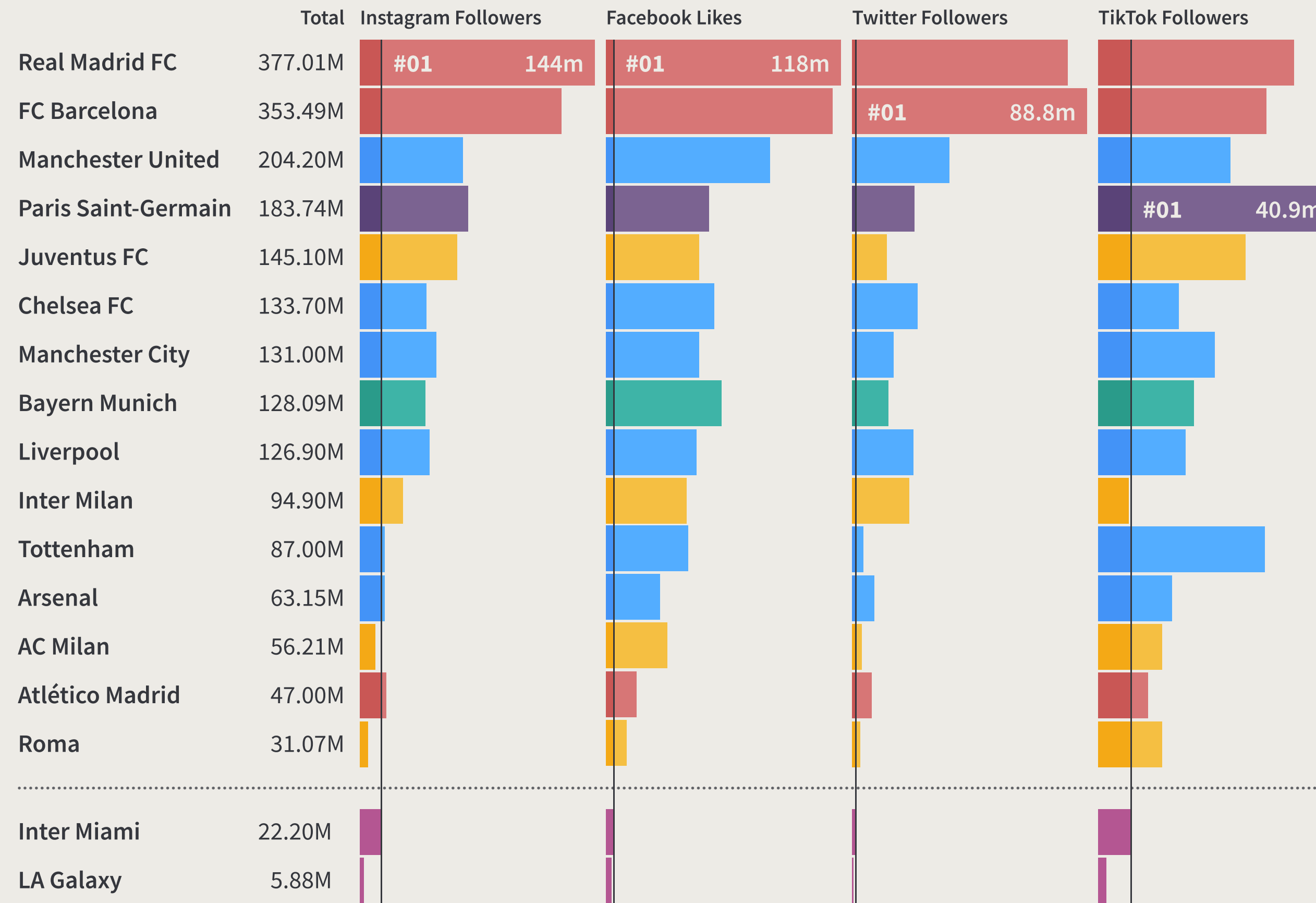


# Growing audience engagement and loyalty through social media

Comparing the social media audiences of the leading European and MLS teams.

The power of social media lies in its ability to facilitate meaningful connections. Social media has opened up new possibilities for teams to share content, going beyond merely broadcasting live games.

This ability to share a wider array of content has further deepened the engagement between fans and their favourite teams, fostering a sense of camaraderie and loyalty that continues to grow through these virtual interactions.



**TikTok Leaders**  
PSG has garnered a younger, more global audience by focusing on buying the most popular and gifted footballers. With a younger generation that not only supports teams but also follows their favourite players from club to club, we can start to understand their dominance with TikTok, a social media platform aimed at a younger audience.

**MLS Teams**  
MLS teams lag behind Europe's leading teams. Yet there is a noticeable growth in interest, particularly after the signing of Lionel Messi, who has a substantial presence on social media. A significant portion of Inter Miami's total social media following has been acquired since his arrival.



# Targeting the US soccer audience

As teams and brands continue to target the US soccer audience, a multi-pronged approach is evident.

Teams and leagues have made strategic decisions to travel and perform on US soil, tapping into the nation's ever-growing interest in soccer. This not only exposes American fans to first-rate soccer, but also establishes a direct connection between the teams and their US supporters.

Simultaneously, brands have recognised the potential of aligning themselves with popular soccer teams that resonate with US audiences. By doing so, these brands not only gain visibility, but also position themselves as supporters of a sport that is only growing in popularity.



# Enhance US Fan engagement at a grass roots level

A snapshot of the last two years of preseason US stadium tours, and their proximity to an already active fanbase.

European teams have found an effective way to engage with an American fan base through preseason tours in the US.

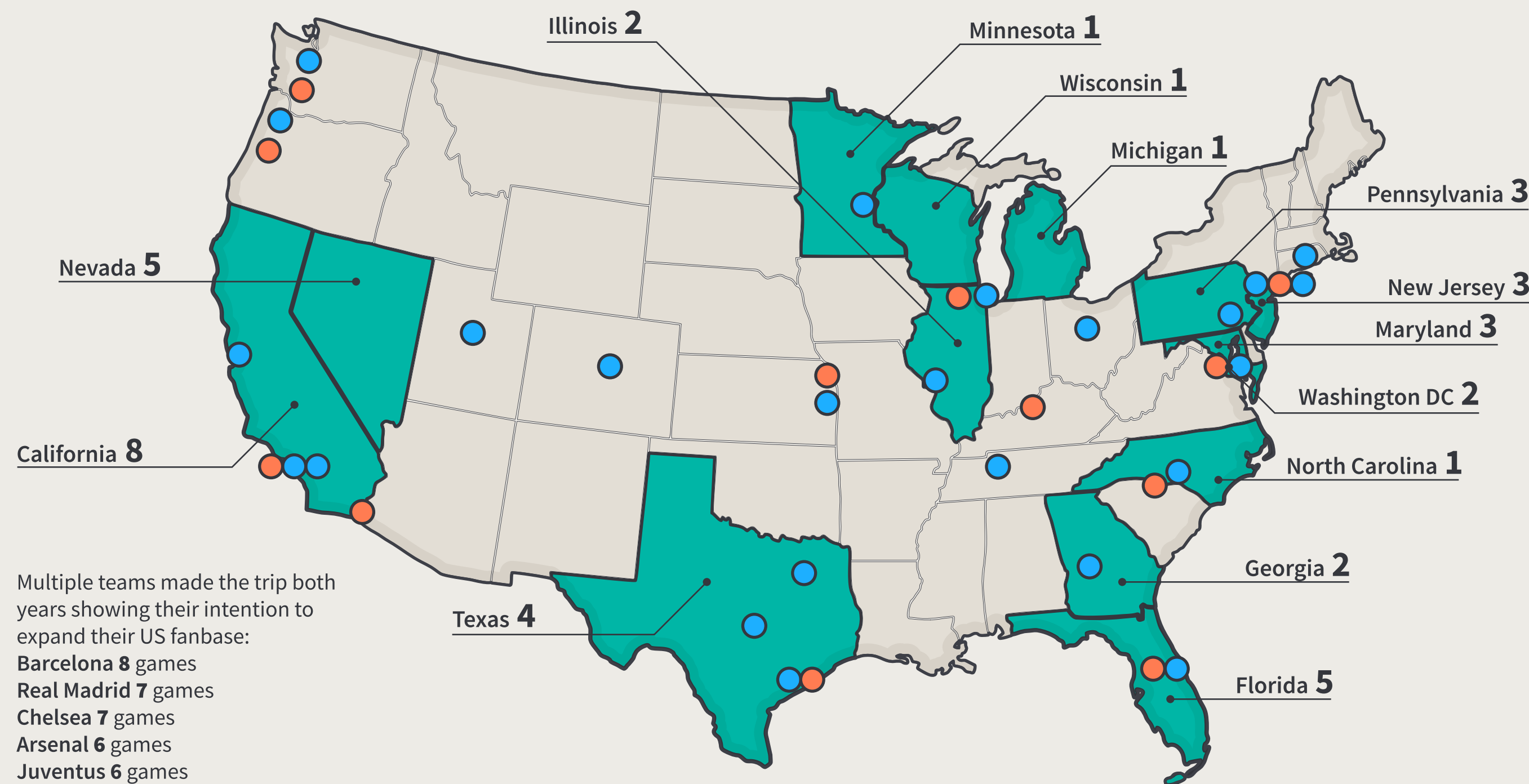
These tours not only provide an opportunity for fans to witness their favourite teams in action, but also create everlasting memories of the live stadium experience. By being physically present at matches, fans feel the excitement and energy that comes with watching top-tier European soccer. Moreover, the ease of organising these tours is facilitated by the already-established infrastructure for soccer and other stadium-based team sports in the US, making it a seamless process for European teams to connect with American audiences and expand their global following.

Tribes like **Middle-Class City Dwellers** and **Multi-Sports Fans** are especially catered for here, with games predominately taking place in cities and stadiums close by to them.

## 54 games played by European teams in the US (2022–2023)

21 European teams looked to engage with a US audience, representing four of the top leagues below:

Premier League 11 Teams   LaLiga 6 Teams   Bundesliga 2 Teams   Serie A 2 Teams



■ Games played  
 ● MLS Team  
 ● NWSL Team



# Aligning with popular players and teams to attract valuable audiences

US search trends for the popular FIFA game by EA Sports over a five year period

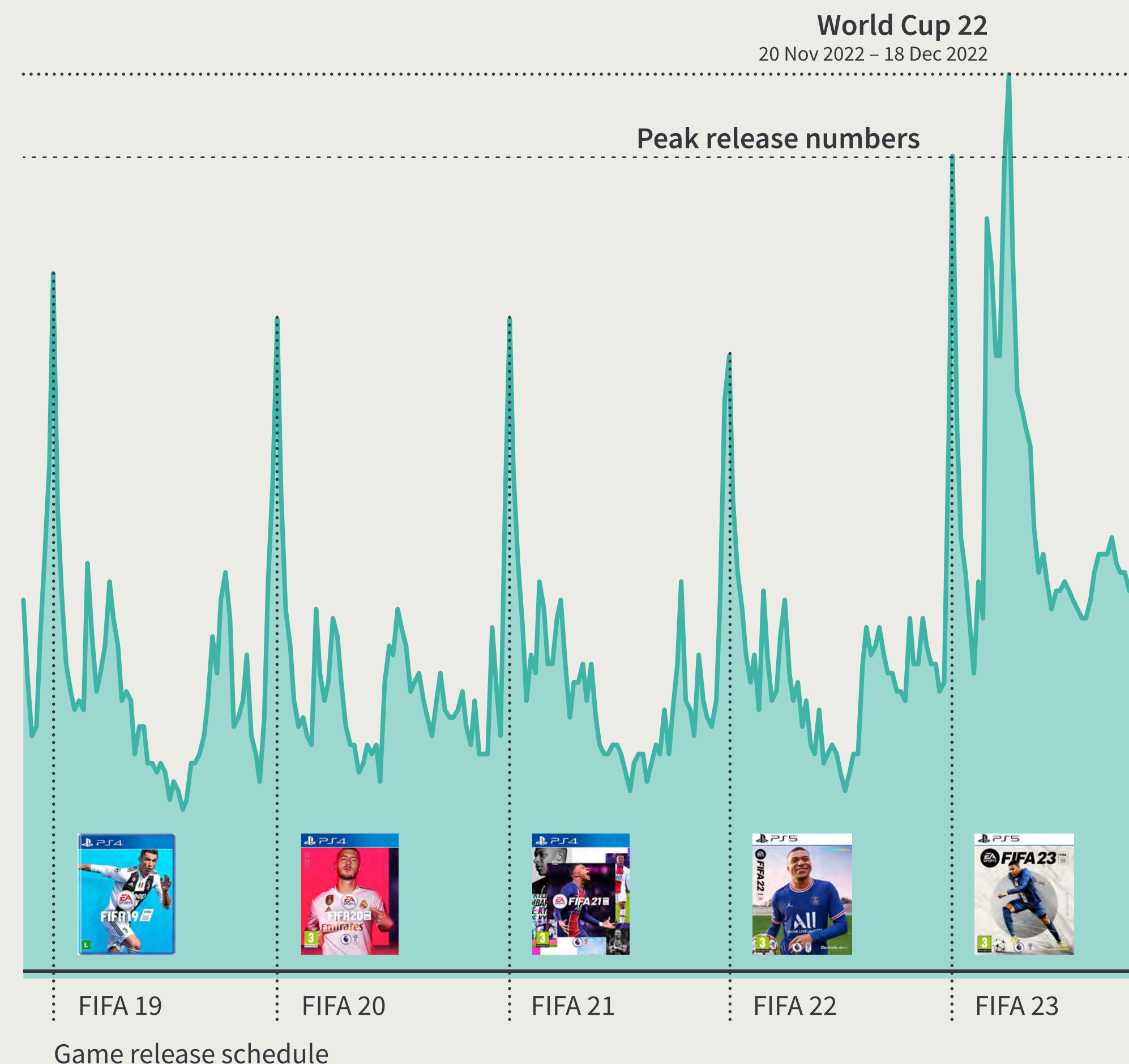
FIFA coincided their release date with the kick-off of the Champions League to strategically align with the heightened excitement and anticipation of soccer fans.

Using renowned players from some of the biggest European teams as cover stars enhances the game's appeal. These players are chosen for factors that resonate with a younger demographic. These teams have consistently been in the Champions League over the last decade, further solidifying their status as fan favourites and powerhouses in the soccer world.

The profound impact of this game on the GenZ Male tribe is evident in our data, which showcases their keen interest in video games and their strong affinity towards influential figures associated with the game.

Their passion for video games extends beyond just soccer-themed ones, as they stay connected to various gaming genres, interact with numerous developers, and regularly explore gaming news and entertainment websites.

**This heavy involvement indicates a significant marketing opportunity that goes beyond traditional sports enthusiasts, highlighting the ability of games to engage a broad spectrum of fans across different interests and backgrounds.**





# Creating an audience connection through in-depth behind the scenes content

YouTube views for the official trailers of soccer team documentaries

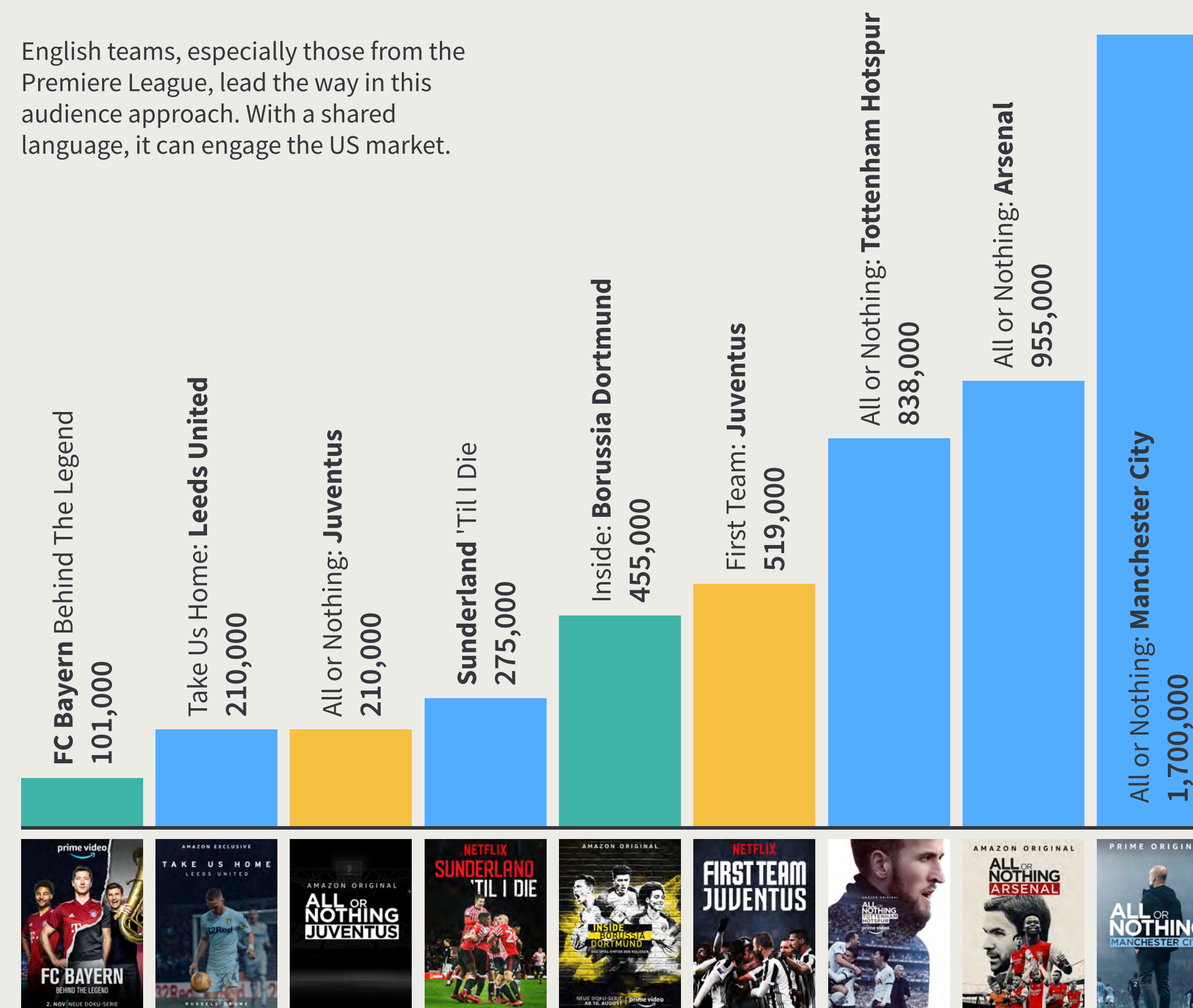
Sports-based reality TV shows have garnered significant audience attention, providing an engaging and immersive experience that captivates viewers worldwide.

With streaming numbers often elusive, YouTube trailer views serve as a valuable guide to gauge the popularity of reality TV shows based on sports - especially multi-episode documentary series. These shows offer a unique behind-the-scenes glimpse into the lives of athletes and teams, offering a mix of drama, competition, and personal stories. Going beyond merely spectating games, viewers can discover more about the inner workings of teams, getting to know the players as individuals and understanding their personalities. Transcending the traditional fan-player relationship, and fostering a sense of connection and relatability for the viewers.

Even though these types of shows have mass appeal, we have observed that two Tribes in particular; the **Latin American Sports Fans** and **Female Soccer Fans**, are especially receptive to this format, as TV ranks highly among their interests.

**Multi-Sport Fans** also respond positively, driven by their desire to possess in-depth knowledge of various sports. For them, these shows are an extension of the more general sports entertainment and news shows they consume.

English teams, especially those from the Premier League, lead the way in this audience approach. With a shared language, it can engage the US market.





# Utilising brand partnerships to gain new fanbases

Cross-industry collaborations creates a unique synergy that can captivate consumers and elevate a brand.

Brand partnerships can be a powerful strategy for businesses and sports teams alike, providing a range of benefits that can enhance their market presence and boost their image.

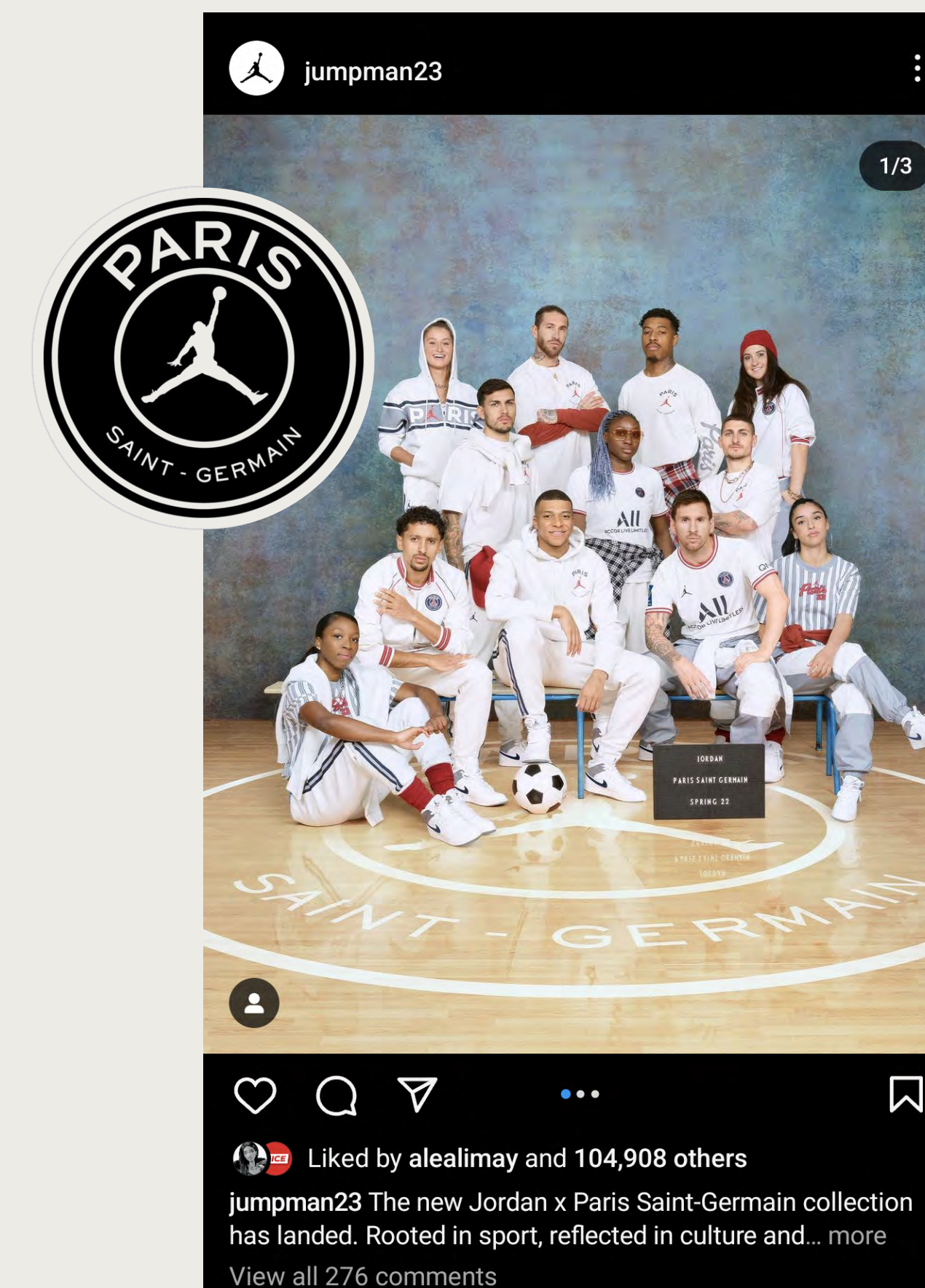
One of the main advantages of brand partnerships is the opportunity to tap into new markets and demographics. By collaborating with a brand from a different industry, teams can attract a broader audience and reach fans who might not have been interested in football alone.

This is best showcased in PSG's partnership with Nike-owned basketball brand Air Jordan. In the case of PSG, there are several reasons why using a basketball brand to design their football shirts made sense. Firstly, the basketball brand's design expertise brought a fresh perspective to sports apparel. These eye-catching designs set PSG's shirts and other club merchandise apart from their competitors, driving increased sales and strengthening the team's global appeal.

Additionally, the basketball brand's established fanbase and popularity introduced PSG to a new audience, particularly in the US, where basketball enjoys a stronger and larger following.

This crossover effect led to increased fan engagement, sponsorships, and revenue opportunities for both PSG and the Jordan brand. Overall, this brand partnership offered PSG a chance to leverage the strengths of another successful sports brand to reinforce its position as a dominant force in the football world, while exploring exciting new avenues for growth.

This approach would reach the **Multi-Sports Fans** Tribe with their love of all sports, but can also resonate with Tribes like **Latin American Sports Fans** and **Core US Soccer Fans**, who share a special affinity for the Nike brand and its offerings. By joining forces effectively reaching each other's audiences through shared advertising, influencers, and news stories that appeared in both sets of followers' media feeds.





# Resonating with younger audiences through influencer collaborations

Teams and brands build long-lasting connections with young fans through partnerships with YouTube stars.

Teams and brands should recognise the immense potential of collaborating with social media influencers, given their ability to wield considerable influence and credibility within their niche communities.

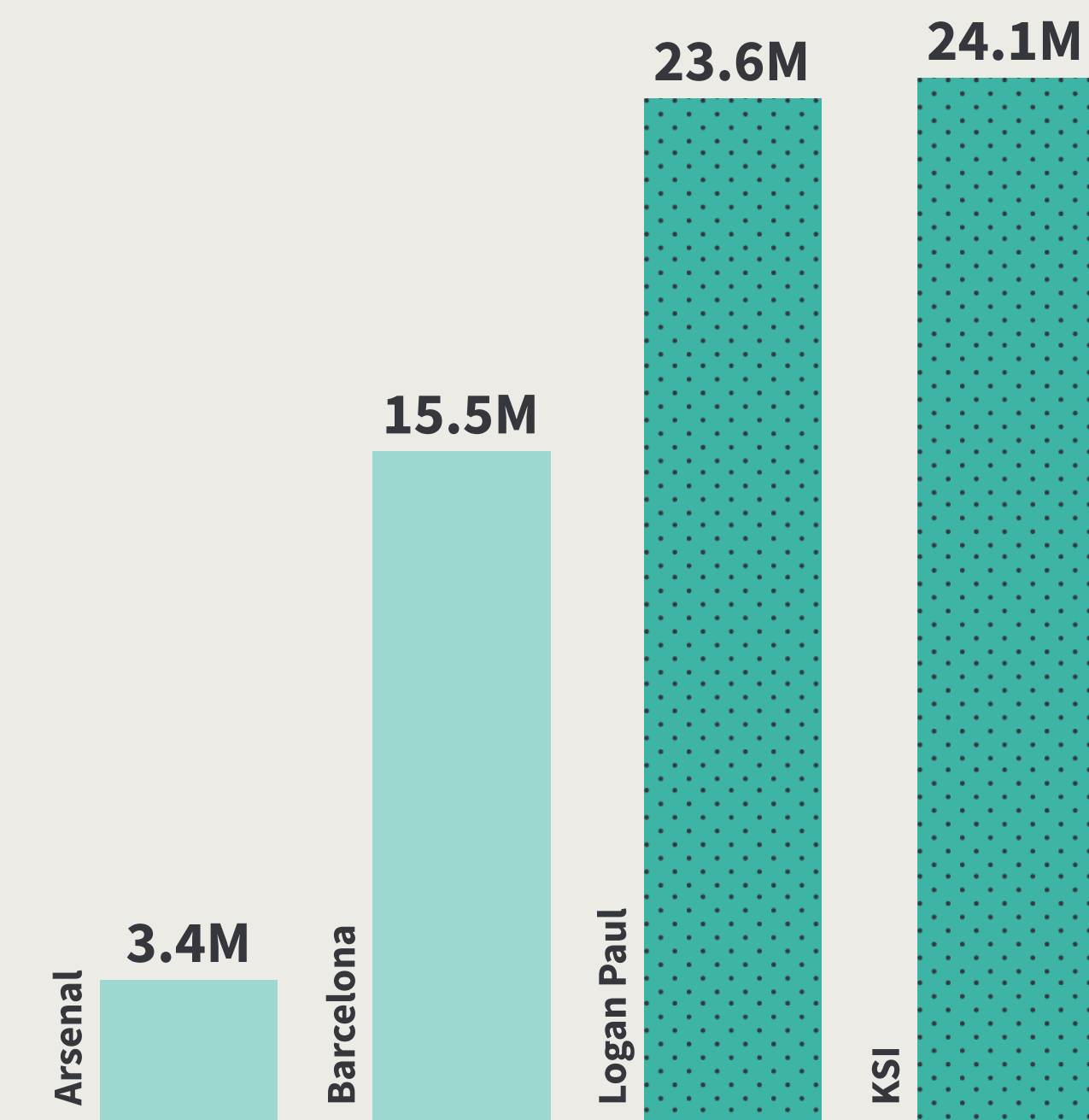
Influencers act as brand advocates, promoting products in a way that resonates with their followers. Unlike traditional advertising, influencer content feels more genuine as it aligns with the influencer's established brand and storytelling. This fosters a deeper level of trust and connection with the audience, leading to higher engagement and conversion rates for the partner brand. Moreover, influencers offer brands access to highly targeted demographics, enabling them to reach specific audiences with precision. Brands should select influencers whose followers closely match their target market to ensure their message reaches the right people.

**Both Arsenal and Barcelona have recognised the importance of connecting with younger audiences, forging strategic partnerships with prominent YouTube stars and the energy hydration drink, Prime.**

English YouTuber, rapper, and boxer KSI, rose to fame through his engaging EA FIFA gameplay videos. By leveraging his influence in the gaming and sports communities, he could easily appeal to Gen Z Males. Similarly, American personality Logan Paul, with his substantial US following, also resonates with this tribe, making him a compelling choice for collaboration.



By aligning themselves with these influential content creators and Prime's huge reach, Arsenal and Barcelona effectively tapped into a dynamic and digitally-savvy audience, reinforcing their global relevance and expanding their fanbase to new horizons and a larger audience in the YouTube space.





# In Summary

European football clubs, leagues and brands have recognised the immense potential of the US market and have utilised innovative, multi-pronged strategies to reach them. By harnessing the power of tournaments such as the Champions League, and utilising the vast possibilities of social media, these clubs have built strong connections with US audiences. This isn't just about sport itself; it's about an immersive fan experience, further elevated by pre-season tours in the US, which tap into the nation's soccer infrastructure and interests. This isn't just limited to European brands; there is a huge potential for global brands to tap into the US soccer audiences through cross-sport and influencer collaborations.



# Tactical takeaways and audience strategies

International football fans are becoming increasingly engaged; the time for leagues, teams and brands to act is now

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01

## US Fans are sophisticated

Leave stereotypes behind. US football fans are Middle-Class affluent audiences with ample disposal income to invest in their passions and hobbies.

02

## Digital data is king

Brands can no longer rely on outmoded, traditional data; deeper, verifiable sources are necessary. Within this report we have untapped legitimate, actionable insights, which are key to international growth.

03

## Females are a core fanbase

Female Soccer Fans make up a far larger proportion of the US soccer fanbase compared with other countries. Engaging this tribe and then building women's teams can boost brand popularity.

04

## Small tribes aren't homogenous

The US has a diverse landscape where each region is distinct. To group **Passionate Locals** together is to do a disservice to them, and will minimise a brands potential impact.

05

## Understand at a grass roots level

By reaching fans at a grass roots level, teams can build deeper relationships. Going on pre-season stadium tours allows fans to connect with a team on a deeper level than when watching virtually.

06

## Don't forget remote fans

While teams and leagues can leverage data for those who attend matches, non-event attending audiences still make up a vast proportion of fans and it would be remiss to forget them.

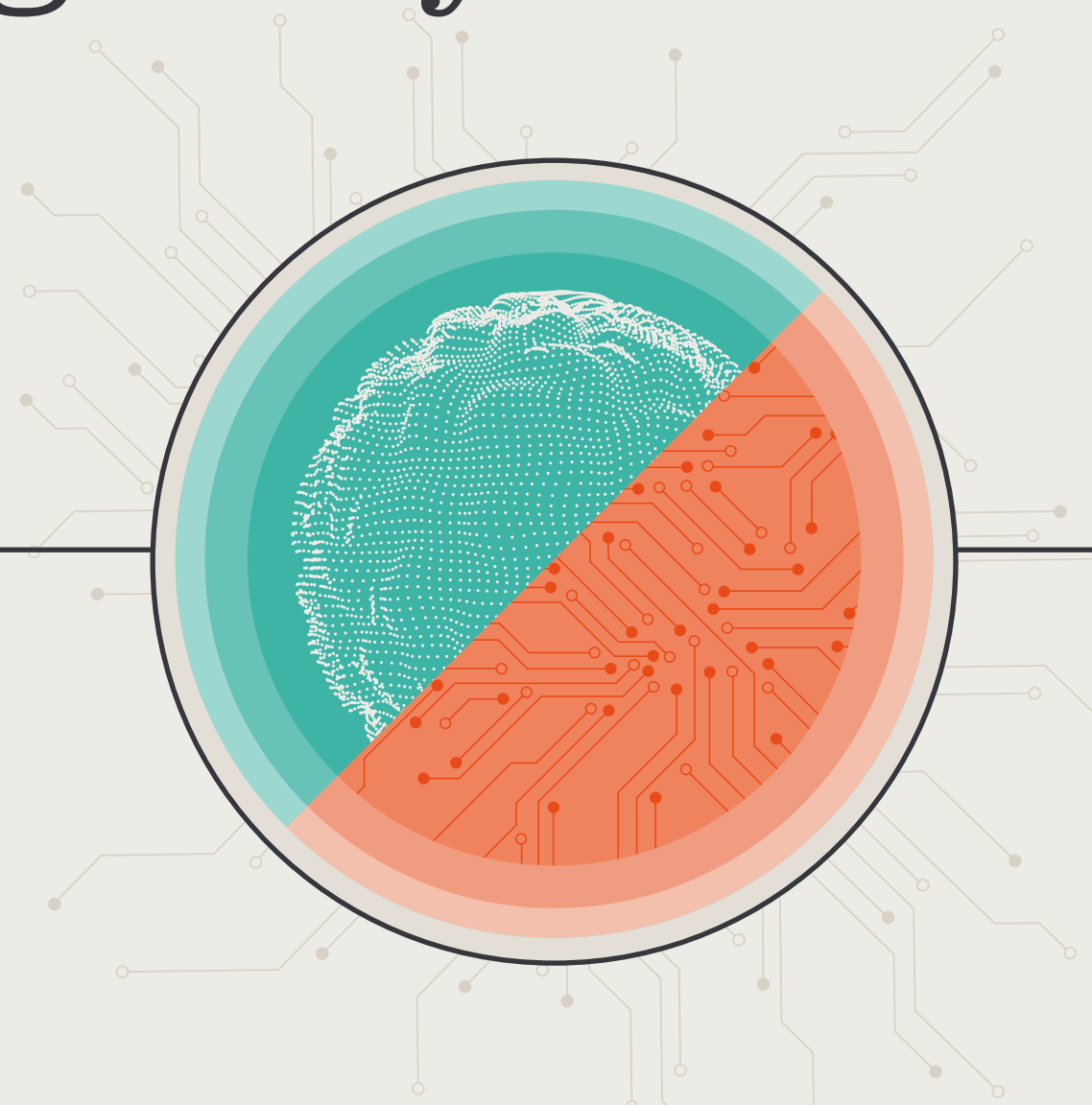


# We combine the best Technology & Talent to grow your brand



## Unparalleled Insights

Founded with audience science at our core, Fifty use network science, machine learning and human analysis to **build a holistic understanding of any target audience.**



## AI Led Digital Planning

Our media planning AI pinpoints in real-time where the best places are to reach those audiences. All execution is managed by our own world class media strategy, planning and buying teams.



## Omnichannel Activation

Future-proofed, privacy-centric media delivery delivered globally.



# Meet the Fifty Team

Meet the team behind the report.



**Simon Eaton**  
Managing Director

Simon joined Fifty in 2017, bringing extensive experience across the sports, media and technology sectors including two years at the EFL. Simon leads our UK commercial team, managing commercial strategy alongside delivering our unique audience insights proposition.



**Lucie Pearce**  
Head of Marketing

Lucie has extensive marketing and content management experience, having worked in the industry for over a decade. A keen supporter of females in Tech, Lucie specialises in strategic planning and driving commercial success through innovative partnerships and creative solutions.



**Olivia Liman**  
Client Director

Liv has built over 10 years' experience in digital advertising, spearheading multi-million pound campaigns across several sectors, including sport, wellness and luxury. Liv is no stranger to sporting clients, having worked with the RFU, amongst many others, for a number of years.



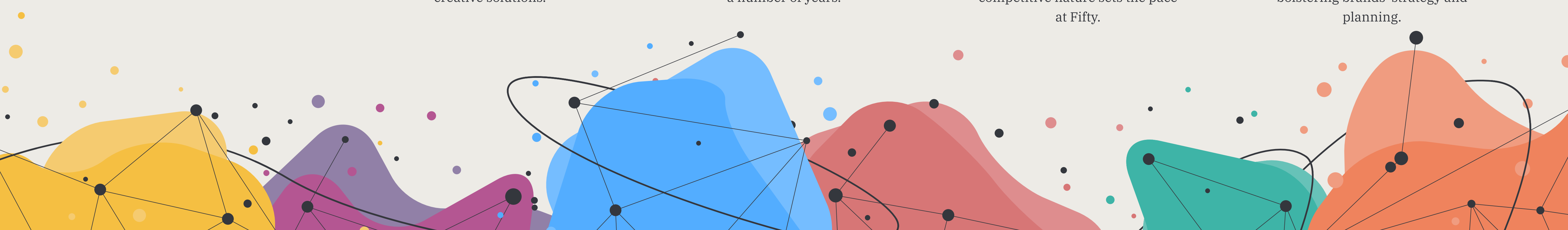
**Simon Shaw**  
CEO

Simon, a seven-time World Sailing Champion, has won two World Sailing Gold Medals and competed twice in the America's Cup. He has also coached one Olympic Game for the female Team GB and spent a number of years ranked no.1 in the world. His industry experience and competitive nature sets the pace at Fifty.



**Josh Tompkins**  
Head of Insights

An expert in deciphering and actioning social data, Josh provides tactical insights to help sporting brands understand and engage their current and future customers. Having worked with global players such as LIVGolf and Gymshark, Josh has played an integral role in bolstering brands' strategy and planning.







**fifty.**

**US SOCCER 2023  
AUDIENCE REPORT**

Get in touch at [hello@fifty.io](mailto:hello@fifty.io) to find out how Fifty can turbocharge your brand growth through granular audience understanding and multichannel activation.